

**CLAIMS**

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1       1. A method of providing certifications of claims made for products or  
2       services on which customers may rely comprising the steps of:  
3               establishing a certification service which maintains a Web page;  
4               entering into a contract between the certification service and a provider  
5       of a product or service for which the provider makes certain claims;  
6               verifying the claims made by the provider for the product or service  
7       under terms of the contract; and  
8               posting information on the Web page about the product or service in  
9       which the those claims verified as true are prominently displayed.
- 1       2. The method of providing certifications recited in claim 1, wherein the Web  
2       page is accessible over the Internet by customers.
- 1       3. The method of providing certifications recited in claim 2, further  
2       comprising the steps of:  
3               maintaining a database of verified claims for products and services  
4       provided by a plurality of providers; and  
5               providing customers with search engine for searching the database for  
6       certified products and services in the database.
- 1       4. The method of providing certifications recited in claim 3, wherein the  
2       search engine responds to key words and phrases entered by customers by  
3       searching the data base for certifications of product or service claims.

1 5. The method of providing certifications recited in claim 1, wherein the  
2 contract with the provider establishes rights and liabilities between the  
3 certification service and the provider, including guarantees by the provider of  
4 continued compliance with the certification with remedies in case of  
5 violations by the provider.

1 6. The method of providing certifications recited in claim 5, wherein the Web  
2 page includes links from a displayed certified product or service to details of  
3 the certification for that product or service, including effective date and  
4 remedy in case of violation.

1 7. The method of providing certifications recited in claim 6, wherein the  
2 certification service directly rules on customer/provider disputes according to  
3 the terms and conditions established with the client provider under the  
4 contract.

1 8. The method of providing certifications recited in claim 7, wherein the Web  
2 page is accessible over the Internet by customers.

1 9. The method of providing certifications recited in claim 8, further  
2 comprising the steps of:  
3 maintaining a database of verified claims for products and services  
4 provided by a plurality of providers; and  
5 providing customers with search engine for searching the database for  
6 certified products and services in the database.

1 10. The method of providing certifications recited in claim 9, wherein the  
2 search engine responds to key words and phrases entered by customers by  
3 searching the data base for certifications of product or service claims.

1 11. The method of providing certifications recited in claim 1, wherein the  
2 certification service is a stand alone business.

1 12. The method of providing certifications recited in claim 2, wherein the  
2 certification service is established by an existing business and the Web page  
3 identifies the existing business as the sponsor of the certification service.

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